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Responsible Online Gaming Association Announces Creation of National College Education Campaign

Comprehensive Responsible Online Gaming and Financial Literacy Education Program Will Be Tailored to College Students in Partnership with Leading RG and Mental Health Groups

McLean, VA, September 10, 2024 – Today, the [Responsible Online Gaming Association](#) (ROGA) – an independent trade association founded by eight of the industry’s largest legal online gaming operators to advance and promote responsible gaming (RG) practices – announced the development of a national college RG education campaign in partnership with [EPIC Global Solutions](#), [Kindbridge Behavioral Health](#), and the [Responsible Gambling Council](#) (RGC).

Launching in early 2025, ROGA and its partners will create and implement a comprehensive, evidence-based responsible gaming college education program specifically tailored to the unique needs of university-aged students that will leverage digital delivery tools to provide RG and financial literacy education to students across diverse campuses and demographics throughout the U.S.

“A main goal of ROGA is to promote responsible gaming education and awareness across various audiences, including the college-aged demographic,” said ROGA executive director Dr. Jennifer Shatley. “While there are already great programs focused on student-athletes, there are very few resources currently available to the broader university student population.

“To fill that gap, ROGA is proud to be collaborating with leading organizations that bring diverse expertise and experiences in creating responsible gaming and problem gambling awareness programs that resonate with college-aged audiences. Our aim is to provide much needed information and resources about responsible gaming concepts, raise awareness of the consequences associated with problem gambling and available support services, and teach general financial literacy skills that will help students build and maintain good financial habits whether they choose to engage in gaming or not,” said Shatley.

In addition to raising awareness about RG-related concepts to help college students set realistic expectations and promote informed decision-making to keep gaming a fun and entertaining pastime, a key aspect of the program will be to humanize and destigmatize the issue of problem gambling through the integration of lived experiences of individuals who have been affected by it.

“Having delivered in-person education to over 50,000 NCAA student-athletes and staff, EPIC Global Solutions is delighted to work with ROGA to extend this important message to all college students,” explained Teresa Fiore, VP of Partnerships at EPIC Global Solutions. “By combining expert knowledge with personal stories of those who have experienced gambling related harm, this education is critical for young adults coming of age in a post-PASPA world.”

Given college students’ newfound freedom and financial independence, the program’s financial literacy education component will equip all students with important financial management skills related to budgeting, saving, and the risks associated with debt. Additionally, by ensuring students understand that responsible gaming is closely tied to good financial habits, the program will teach students that choose to engage in gaming how to set limits on their gaming expenses and to view online gaming and betting as entertainment, not as a way to make money.

“At Kindbridge Behavioral Health, we understand the unique challenges that college students face in balancing entertainment options, such as gaming behaviors, with academic and personal responsibilities,” added Daniel Umfleet, founder and CEO of Kindbridge Behavioral Health. “Partnering with ROGA on this national education campaign is a crucial step toward providing young adults with the tools and knowledge they need to make informed, financially responsible decisions about gaming. By focusing on education and promoting a balanced approach to student life, we aim to support healthier gaming habits and overall well-being on campuses across the country.”

The program will also address common myths and misperceptions around gaming, such as the illusion of control – especially as it relates to sports betting – while also explaining complex mathematical concepts such as odds, probability, and randomness in an engaging and accessible way to foster a well-rounded understanding of decision-making and risk-taking when gaming.

“For over 20 years RGC has worked with young adults, post-secondary institutions, and leaders to understand the unique needs of this priority population. All RGC prevention programs are evidence-based and customized to resonate with this hard-to-reach audience – through the message itself and how it’s communicated,” said Shelley White, CEO, Responsible Gambling Council. “We are thrilled to be partnering with the Responsible Online Gaming Association to speak to an even larger number of students with our prevention outreach messaging.”

To increase accessibility and reach, digital delivery tools will be broadly available to anyone in the college-age demographic. Anyone in this age group can benefit from this information and tools – they do not have to be enrolled in a university to access these valuable resources. Additionally, the program will work with select universities to pilot extended content and interactive tools to help evaluate and inform the program moving forward. There will also be supplemental content focused on the specific needs of student-athletes.

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About Responsible Online Gaming Association

The Responsible Online Gaming Association (ROGA) brings together most of the nation’s largest online gaming operators to advance the industry’s commitment to promoting responsible online gaming. Collectively, ROGA members have committed more than \$20 million to fund rigorous academic research and consumer education and awareness campaigns, develop an independent data clearinghouse of players who display high-risk attributes, develop an independent certification program that will assess operators’ responsible gaming programs based on defined criteria, and drive education and awareness initiatives aimed at consumers and the industry. Learn more at www.ResponsibleOnlineGaming.org

About EPIC Global Solutions

EPIC Global Solutions is the leading independent gambling harm minimization consulting firm. Working across high-risk sectors, EPIC has worked in 32 countries on ground-breaking educational programming, sector-leading industry training, and class-leading advisory. EPIC draws on the lived experience of gambling addiction and related harms to mitigate risk. For more information on EPIC Global Solutions, visit <https://www.epicglobalsolutions.com/>

About Kindbridge Behavioral Health

Kindbridge Behavioral Health is a pioneering mental health service provider dedicated to supporting individuals facing challenges related to problem gaming. With a mission to provide comprehensive care and accessible resources, Kindbridge is committed to helping people take control of their recovery journey.

About Responsible Gambling Council

The Responsible Gambling Council (RGC) is an independent non-profit organization dedicated to problem gambling prevention. RGC works to reduce gambling risks by creating and delivering innovative awareness and information programs, for a wide range of different groups including youth, youth adults and the general public. If you or someone you know is struggling with gambling, there are resources to support you. Visit ResponsibleGambling.org to learn more.

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